Rotation 3

STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.



3610

QUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display; and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE PICTURE Y OUT OF FILE AND HAND TO RESPONDENT.

Would you please look at this picture as you would if you saw this display in a store.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

GET PICTURE BACK AND PUT BACK IN FILE.

REMOVE PRODUCT Y FROM BAG AND HAND TO RESPONDENT.

This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

Victor	ocius	Secre	ट्रे में	2 custry.	C. Samo
	75 (2 <u>6 1</u> 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	e e e e e e e e e e e e e e e e e e e			
thur do you a	ay that?		'DON'T KN	OW,' GO TO OTHERWISE,	
RECORD RESPO	nse verbati 5 <i>com</i>		back	of t	r.k.

70	used by the company that puts out this product with this name?
	RECORD RESPONSE VERBATIM.
	dream Angels
	IF 'DON'T KNOW,' GO TO> Q8.0; OTHERWISE, CONTINUE.
7.1	ASK FOR EACH RESPONSE AT Q7.0:
	RECORD FIRST RESPONSE TO Q7.0: Aream Angels
	Why do you say that <u>INSERT 1ST RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
	that product is there
	46
	IF MORE THAN ONE RESPONSE AT Q7.0, CONTINUE; OTHERWISE, GO TO> Q8.0.
7.2/	A RECORD SECOND RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 2ND RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
and the second	IF MORE THAN TWO RESPONSES AT Q7.0, CONTINUE; OTHERWISE, GO TO> Q8.0.
7.3	RECORD THIRD RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 3RD RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name?
	RECORD RESPONSE VERBATIM.
	IF MORE THAN THREE RESPONSES AT Q7.0, USE BACK OF PAGE AND CONTINUE;

Rotation 3 Questionnaire - Y, Page 3

8.0 Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

3610

Do you believe that the company that puts out this product with this name...READ LIST...

one, has a business affiliation or business connection with any other company or companies;

two, does not have a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

does not

IF '... HAS A BUSINESS AFFILIATION/CONNECTION...,' CONTINUE; OTHERWISE, GO TO --> Q9.0.

With what other company or companies?
RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' NAME(S), GO TO --> Q8.3; OTHERWISE, CONTINUE.

. Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> Q9.0.

Even though you don't know the name or names, what if anything, can you tell me about the company or companies that you believe have a business affiliation or business connection with the company that puts out this product with this name?

RECORD RESPONSE VERBATIM.

CONTINUE.

Rotation 3 Questionnaire - Y, Page 4

9.0	Now, I am going to ask yo	ou another question that	has three
1	choices. PAUSE. Again,	after I am done if you	want me to
i de la companya de l	read the question again,	just ask me. PAUSE.	•

Do you believe that this product with this name ... READ LIST...

one, is being put out with the authorization or approval of any other company or companies;

two, is not being put out with the authorization or approval of any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

ie not

IF ....PUT OUT WITH THE AUTHORIZATION/APPROVAL..., CONTINUE; OTHERWISE, GO TO --> Q10.0.

With what other company or companies? RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' NAME(S),
GO TO --> Q9.3;
OTHERWISE, CONTINUE.

9.2 Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> 010.0.

9.2 Even though you don't know the name or names, what, if anything, can you tell me about the company or companies that you believe gave their authorization or approval for this product with this name?

RECORD RESPONSE VERBATIM.

CONTINUE.

10.0 Would you please tell me what letter is on the back of the bottle?

RECORD LETTER.

LETTER: CONTINUE.

PUT PRODUCT BACK IN BAG AND CONTINUE.

Rotation 3 Questionnaire - Y, Page 5



11.0	Within the past six months, have you had your salon? RECORD RESPONSE WITH AN 'X.'	hair done at	a 3610
11.1	Within the next six months, are you likely to done at a salon?  RECORD RESPONSE WITH AN 'X.'	have your ha	ir
VERIF	FICATION:		
This my wo condu Respo	Finally, may I please have your name and tele information is so that my Supervisor can veriork. If you are contacted, it will only be to acted this interview and for no other reason.  Ondent No.  Is tha RECORD RESPONSE WITH AN 'X.'	fy a portion	of I
	2. evening telephone number		
Inte Scre resp	rviewer Certification:  I hereby certify that the information contain ener/Questionnaire is a true and accurate recondent's comments as they were given to me.	ed on this ord of this	
	Interviewer's signature	Date	
	rvisor Validation:  I hereby certify that I personally met this	respondent	
	confirmed her answers to questions 1.0 through		

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS NOW.

<u>FB&A</u> 1/08 #1302A 3610

## SCREENER - Y

Hello. My name is conducting a very brief would like to include y	. Burvey Loudy on	with hair	care produc	are ts and
1 0 PECOPD CENTER.				

woul	.a 113	ke to include your opinions.	
1.0	RECO	ORD GENDER:	
		_1. male TERMINATE.	
	+	2. female CONTINUE.	
1.1	So t cate <b>REA</b> I	that we can get a mix of individuals in various egories, would you please tell me if you are D LIST. RECORD RESPONSE WITH AN 'X.'	age
	·	1. under 18 TERMINATE.	
		2. 18 to 34	
		3. 35 to 54 CHECK SCREENING QUOTA.	CONTINUE
		4. 55 or over	
	<del></del>	5. refused DO NOT READ. TERMINATE.	REUSE
2.0	foll	hin the past six months, have you purchased any lowing hair care products? D LIST. RECORD RESPONSES WITH AN 'X.'	
			Don't Recall
	-	shampoo?12.	3.
	-		3.
	-	hair spray, styling gel, mousse, pomade, or style creme?	3.
	i.	straightening balm? ¥ 12.	3.
	-	curl-enhancing spray?12.	3.
	-	shine serum?12.	3.

CONTINUE.



3610

2.1	Within the next six months, an of the following hair care pro READ LIST. RECORD RESPONSES W	oducts?		chase any
÷		Yes	<u>No</u>	Don't Know
	- shampoo?	<u></u> 1.	2.	3.
	- conditioner?	1.	2.	3.
	<pre>- hair spray, styling gel, mousse, pomade, or style creme?</pre>		2.	3.
	- straightening balm?	•	2.	3.
	- curl-enhancing spray?			3.
	- shine serum?		x 2.	3.
			S,' TO ANY	, CONTINUE;
3.0	Do you, or does anyone else in READ LIST. RECORD RESPONSES W			r
			_Yes_	No_
	- an advertising agency or marketing research firm?		i.	X2.
	<ul> <li>a retail store or company makes, sells, or distribu any hair care product?</li> </ul>	ites 	1. TO EITHER,	X 2.
			O' TO BOTH	
4.0	Other than a political poll, d have you participated in any m including online surveys? RECORD RESPONSE WITH AN 'X.'			
	1. yes TERMINATE.			· ·
		INUE.		
4.1	During the past month, have yo subject of any of the intervie the mall? RECORD RESPONSE WITH AN 'X.'	u heard a ws we are	nything abo conducting	out the g here at
	1. yes TERMINATE.			•
·				
5.0	Do you usually wear contact le are shopping? RECORD RESPONSE WITH AN 'X.'	nses or e	yeglasses v	when you
	1. yes CONTINUE.			٠.
	X 2. no GO TO> INVITAT	ION TO IN	TERVIEW.	

Screener - Y, Page 3

5/1	Do you have them with you at this time? RECORD RESPONSE WITH AN 'X.'	3610
	1. yes CONTINUE.	
/	2. no TERMINATE.	
5/2	Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'	
	1. yes, agreed CONTINUE.	
	2. no, refused TERMINATE.	

## INVITATION TO INTERVIEW:

We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please?

RECORD RESPONSE WITH AN 'X.'

1. yes, agreed CONTINUE.

\_\_\_\_\_2. no, refused TERMINATE.

Rotation 3

## STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.

QUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display; and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

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TAKE PICTURE Y OUT OF FILE AND HAND TO RESPONDENT.

Would you please look at this picture as you would if you saw this display in a store.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

GET PICTURE BACK AND PUT BACK IN FILE.

REMOVE PRODUCT Y FROM BAG AND HAND TO RESPONDENT.

This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

6.0	with this name?  RECORD RESPONSE VERBATIM.	this product
	So Sera	
35		
	IF DON'T KNOW,' G OTHERW	O TO> Q7.0; ISE, CONTINUE.
6.1	Why do you say that? RECORD RESPONSE VERBATIM.	
	carrie it is on the bottles	
hef ti		CONTINUE.

Rotation 3 3613

	What other brand name or names, if any, do you knowed by the company that puts out this product when name?	elieve ar zith this
	name? RECORD RESPONSE VERBATIM.	etti tiiis
	NEONE NEED VERBRIIM.	
	have no idea	
ij.		
	IF DON'T KNOW, GO	TO> 08
	OTHERWIS	E, CONTIN
Training Street	707 707	
wet.	ASK FOR EACH RESPONSE AT Q7.0:	
.*	RECORD FIRST RESPONSE TO Q7.0:	
	Why do you say thatINSERT 1ST RESPONSE TO Q7.	0 4 0
ilitari Lingui	another brand name used by the company that puts	out this
	product with this name? RECORD RESPONSE VERBATIM.	•
Silveri Silveri Silveri		
	if MORE THAN ONE RESPONSE AT Q7.	O CONTINI
2	RECORD SECOND RESPONSE TO Q7.0:	
	Why do you say that <u>INSERT 2ND RESPONSE TO 07.</u> another brand name used by the company that puts product with this name? RECORD RESPONSE VERBATIM.	out this
医苔藓虫虫	됐는데 현물에 이 맛있다면서 살아가 하는데 이 이번에 되었다.	
	[18] [18] [18] [18] [18] [18] [18] [18]	
		:
		:
	IF MORE THAN TWO RESPONSES AT Q7.0	O, CONTINU
	IF MORE THAN TWO RESPONSES AT Q7.0	), CONTINU CO> Q8.
	OTHERWISE, GO 1	), CONTINU CO> Q8.
	OTHERWISE, GO 1	?O> ;08.
	OTHERWISE, GO TRECORD THIRD RESPONSE TO Q7.0:  Why do you say that INSERT 3RD RESPONSE TO Q7.0 another brand name used by the company that puts product with this name?	'O> Q8. is
	OTHERWISE, GO T RECORD THIRD RESPONSE TO Q7.0: Why do you say that <u>INSERT 3RD RESPONSE TO Q7.0</u> another brand name used by the company that puts	is
	OTHERWISE, GO TRECORD THIRD RESPONSE TO Q7.0:  Why do you say that INSERT 3RD RESPONSE TO Q7.0 another brand name used by the company that puts product with this name?	is
	OTHERWISE, GO TRECORD THIRD RESPONSE TO Q7.0:  Why do you say that INSERT 3RD RESPONSE TO Q7.0 another brand name used by the company that puts product with this name?	is
	OTHERWISE, GO TRECORD THIRD RESPONSE TO Q7.0:  Why do you say that INSERT 3RD RESPONSE TO Q7.0 another brand name used by the company that puts product with this name?	is

IF MORE THAN THREE RESPONSES AT Q7.0, USE BACK OF PAGE AND CONTINUE; OTHERWISE, GO TO --> Q8.0. Rotation 3 3616



8.0 Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that the company that puts out this product with this name...READ LIST...

one, <u>has</u> a business affiliation or business connection with any other company or companies;

two, does not have a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

no apinion

IF '...HAS A BUSINESS AFFILIATION/CONNECTION..., CONTINUE; OTHERWISE, GO TO --> Q9.0.

8.1. With what other company or companies?

/ RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' NAME(S), GO TO --> Q8.3; OTHERWISE, CONTINUE.

Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> Q9.0.

Even though you don't know the name or names, what if anything, can you tell me about the company or companies that you believe have a business affiliation or business connection with the company that puts out this product with this name?
RECORD RESPONSE VERBATIM.

CONTINUE.

Rotation 3 3613 Questionnaire - Y, Page 4

Now, I am going to ask you another question that has three choices. PAUSE. Again, after I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that this product with this name ... READ LIST...

	one, <u>is</u> being approval of	any othe	r comp	any or	compan	ies:	or
	two, is <u>not</u> approval of	being pu	t out	with th	ie autho	orizat	ion or
	three, don't	t know or	have i	no opin	ion?		
RECOR	D RESPONSE V	VERBATIM.					
<u> </u>	No O	oinion.		<u>.</u>		. *	* * * *
<u>.</u>		<u>.</u> <u>. pr. tikin ji aji.</u>	ing samulan dan dan dan dan dan dan dan dan dan d	<u> 381 (31 (5 ) 1</u>			
F '	.PUT OUT WIT	THE AU	THORI <i>ZI</i>	TION/A	PPROVAI	,1	CONTINU
				OTHER	WISE, G	O TO	> Q10.
1.31		A					
化二氯化氯化二氯		and the second	•				
With	what other c	romnany or	r compa	niac?			•
	what other of RESPONSE V		r compa	nies?			
	what other of RESPONSE V		r compa	inies?			
			r compa	nies?			
			r compa	nies?	: : : : : : : : : : : : : : : : : : :		
			r compa		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
			r compa	inies?			' NAME (S
			r compa			GO TO	> Q9.
			r compa			GO TO	
			r compa			GO TO	> Q9.
RECOR	D RESPONSE V	erbatîm.	r compa			GO TO	> Q9.
RECOR	D RESPONSE v	erBATim.	r compa			GO TO	> Q9.
RECOR	D RESPONSE V	erBATim.	r compa			GO TO	> Q9.
RECOR	D RESPONSE v	erBATim.	r compa			GO TO	> Q9.
RECOR	D RESPONSE v	erBATim.	r compa			GO TO	> Q9.
RECOR	D RESPONSE v	erBATim.	r compa			GO TO	> Q9.
RECOR	D RESPONSE v	erBATim.	r compa		OTHER	GO TO	> Q9.

Even though you don't know the name or names, what, if anything, can you tell me about the company or companies that you believe gave their authorization or approval for this product with this name?
RECORD RESPONSE VERBATIM.

10.0 Would you please tell me what letter is on the back of the bottle? RECORD LETTER.

LETTER:  $\gamma$ CONTINUE.

PUT PRODUCT BACK IN BAG AND CONTINUE.

Rotation 3 3613
Questionnaire - Y, Page 5



11.0	salon?	the past RESPONSE			e you ha	ıd your	hair	done	at a
	1.	yes —		1					
		no		CONT	INUE.				
	3 .	don't r	ecall —						
11.1	done at	the next a salon? RESPONSE	1		you lik	ely to	have	your	hair
	1.	yes							
	2.	no		- CONT	INUE.				
	<u>X_</u> 3.	don't k	now —						
VERIF	'ICATION	:							
This my wo condu Respo	informa ork. If octed th ndent N hone Nu Is tha		o that montacte	y Superviol, it will for no d	visor car .ll only	n verif be to	yap	ortion	n of
		. daytim			er				
	2	. evening	g teleph	one numb	er				
THANK	RESPONI	DENT FOR 1	HER TIME	AND PAR	TICIPATI	CON.			
Inte	rviewer	Certifica	ation:	····					
Scree	ener/Que	certify estionnain	ce is a	true and	accurat	e reco			
~	Intervie	wer's sig	mature	Se to	<i>A</i>	<del>D</del> i	ate	. " e*	
•					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				
Super	rvisor V	Validation	n:		<u>.</u> .				
_	confirme	oy certify ed her ans	swers to	questio	lly met ns 1.0 t	this rehrough	espond 2.1.	lent,	
٤	supervis	sor's sign	lature		3				i

## SCREENER - Y

cond would	Hell uctin d lik	o. My name is, and I am with We are g a very brief survey today on hair care products and to include your opinions.				
1.0	RECO	RD GENDER:				
•		_1. male TERMINATE.				
	\$	2. female CONTINUE.				
1.1	So that we can get a mix of individuals in various age categories, would you please tell me if you are READ LIST. RECORD RESPONSE WITH AN 'X.'					
		_1. under 18 TERMINATE.				
		_2. 18 to 34				
		_3. 35 to 54 CHECK SCREENING QUOTA. CONTINUE.				
		_4. 55 or over				
		_5. refused DO NOT READ. TERMINATE. REUSE.				
2.0 Within the past six months, have you purchased any following hair care products?  READ LIST. RECORD RESPONSES WITH AN 'X.'						
	READ	Don't				
		Yes No Recall				
	-	shampoo?				
	<del>-</del> '	conditioner?				
	-	hair spray, styling gel, mousse, pomade, or style creme?				
		straightening balm? 1. × 2. 3.				
	_					
	-	curl-enhancing spray? 1. Y 2. 3.				
	-	shine serum?123.				
•		CONTINUE.				

		_Yes_	No_	Don't <u>Know</u>	
	<u>.</u> .	shampoo?1	2.	3.	
	-	conditioner?1	2.	3,	
	. =	hair spray, styling gel, mousse, pomade, or style		_	
		creme?1		3.	
	-	straightening balm?1		3.	
	-	curl-enhancing spray?1	<del>,</del> -	3.	
	-	shine serum?1	·2.	3.	
		IF	YES, TO ANY OTHERWISE,		
3.0	Do yo	ou, or does anyone else in your LIST. RECORD RESPONSES WITH AN	home, work fo	r	
			Yes	<u>No</u>	
	-	an advertising agency or marketing research firm?	1.	<u>w</u> 2.	
			1. s' TO EITHER, 'NO' TO BOTH		
1.0	Other than a political poll, during the past three months, have you participated in any marketing research surveys, including online surveys? RECORD RESPONSE WITH AN 'X.'				
		1. yes TERMINATE.			
		2. no/don't recall CONTINUE.			
1.1	subje the m	ng the past month, have you heard of any of the interviews we hall?  D RESPONSE WITH AN 'X.'			
		1. yes TERMINATE.			
	_ <b>X</b>	2. no CONTINUE.	·		
5.0	are s	u usually wear contact lenses on hopping? D RESPONSE WITH AN 'X.'	r eyeglasses v	when you	
		1. yes CONTINUE.			

5.4 Do you have them with you at this time?  RECORD RESPONSE WITH AN 'X.'	
1. yes CONTINUE.	
2. no TERMINATE.	
Will you please wear them during the rest of the interview?  RECORD RESPONSE WITH AN 'X.'	
1. yes, agreed CONTINUE.	
2. no, refused TERMINATE.	
INVITATION TO INTERVIEW:	
We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please?  RECORD RESPONSE WITH AN 'X.'	
1. yes, agreed CONTINUE.	
2. no, refused TERMINATE.	